

EXHIBIT 9

EXHIBIT A: CURRICULUM VITAE OF DR. RAN KIVETZ

Dr. Ran Kivetz

Academic Curriculum Vitae – August 2022

Graduate School of Business, Columbia University, 3022 Broadway, NY, NY 10027

Tel: (212) 854-4555 | e-mail: rk566@columbia.edu

Education:

Ph.D., Stanford University, Graduate School of Business
Marketing, September 1996 – June 2000

M.A., Stanford University, Department of Psychology
Psychology, June 2000

B.A., Tel Aviv University
Economics and Psychology, June 1995

Academic Employment:

Philip H. Geier, Jr., Professor of Marketing, Columbia University Business School, 2008
– present

Professor of Business, Columbia University Business School, 2006 – 2008

Sidney Taurel Associate Professor of Business, Columbia University Business School,
2004 - 2006

Associate Professor, Columbia University Business School, 2003 – 2004

Assistant Professor, Columbia University Business School, 2000 – 2003

Publications:

Weiss, Liad and Ran Kivetz (2019), “Opportunity Cost Overestimation,” *Journal of Marketing Research*, 56(3), 518-533.

Simonson, Itamar and Ran Kivetz (2018), “Bringing (Contingent) Loss Aversion Down to Earth – A Comment on Gal & Rucker’s Rejection of “Losses Loom Larger Than Gains,” *Journal of Consumer Psychology*, 28(3), 517-522.

Kivetz, Ran, Rachel Meng, and Daniel He (2017), “Hyperopia: A Theory of Reverse Self-Control,” in *Handbook of Self-Control in Health and Well-Being*, de Ridder, Denise, Marieke Adriaanse, and Kentaro Fujita (eds), Routledge.

Kivetz, Ran and Yuhuang Zheng (2017), “The Effects of Promotions on Hedonic versus Utilitarian Purchases,” *Journal of Consumer Psychology*, 27(1), 59-68.

Publications: (continued)

Keinan, Anat, Ran Kivetz, and Oded Netzer (2016), “The Functional Alibi,” *Journal of the Association for Consumer Research*, Special Issue on the Science of Hedonistic Consumption, 1(4), 479-496. (Lead article)

Rom Schrift, Ran Kivetz, and Oded Netzer (2016), “Complicating Decisions: The Work Ethic Heuristic and the Construction of Effortful Decisions,” *Journal of Experimental Psychology: General*, 145(7), 807-829. (Lead article)

Sela, Aner, Itamar Simonson, and Ran Kivetz (2013), “Beating the Market: The Allure of Unintended Value,” *Journal of Marketing Research*, 50(6), 691-705.

Gershoff, Andrew, Ran Kivetz, and Anat Keinan (2012), “Consumer Response to Versioning: How Brands’ Production Methods Affect Perceptions of Unfairness,” *Journal of Consumer Research*, 39(2), 382–398.

Simonson, Itamar and Ran Kivetz (2012), “Demand Effects in Likelihood of Confusion Surveys,” in *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, Diamond, Shari S. and Jerre B. Swann (eds), Chicago, IL: American Bar Association, pp. 243-259.

Keinan, Anat and Ran Kivetz (2011), “Productivity Mindset and the Consumption of Collectable Experiences,” *Journal of Consumer Research*, 37(6), 935-950. (Winner, 2011 *Ferber Award*)

Schrift, Rom, Oded Netzer, and Ran Kivetz (2011), “Complicating Choice,” *Journal of Marketing Research*, 48(2), 308-326. (Winner, 2010 *Best Competitive Paper Award*, *Society of Consumer Psychology*)

Urminsky, Oleg and Ran Kivetz (2011), “Scope Insensitivity and the ‘Mere Token’ Effect,” *Journal of Marketing Research*, 48(2), 282-295.

Levav, Jonathan, Ran Kivetz, and K. Cecile Cho (2010), “Motivational Compatibility and Choice Conflict,” *Journal of Consumer Research*, 37(3), 429-442.

Keinan, Anat and Ran Kivetz (2008), “Remedying Hyperopia: The Effects of Self-Control Regret on Consumer Behavior,” *Journal of Marketing Research*, 45(6), 676-689.

Kivetz, Ran, Oded Netzer, and Rom Schrift (2008), “The Synthesis of Preference: Bridging Behavioral Decision Research and Marketing Science,” *Journal of Consumer Psychology*, 18(3), 179-186.

Keinan, Anat and Ran Kivetz (2008), “When Virtue Is a Vice,” *Harvard Business Review*, July-August.

Publications: (continued)

Kivetz, Ran, "Farsightedness (2007)," in *International Encyclopedia of the Social Sciences*, 2nd Edition, Darity Jr., William (ed.), Detroit: Macmillan/Thomson Gale.

Kivetz, Ran, Oleg Urminsky, and Yuhuang Zheng (2006), "The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention," *Journal of Marketing Research*, 43(1), 39-58. (Finalist, 2011 William O'Dell Award; Finalist, 2007 Paul Green Award)

Kivetz, Ran and Anat Keinan (2006), "Repenting Hyperopia: An Analysis of Self-Control Regrets," *Journal of Consumer Research*, 33(2), 273-282. (Finalist, 2009 Best Article Award for a paper published in JCR in 2006)

Kivetz, Ran, and Yuhuang Zheng (2006), "Determinants of Justification and Self-Control," *Journal of Experimental Psychology: General*, 135(4), 572-587.

Rottenstreich, Yuval, and Ran Kivetz (2006), "On Decision Making without Likelihood Judgment," *Organizational Behavior and Human Decision Processes*, 101(1), 74-88.

Kivetz, Ran (2005), "Promotion Reactance: The Role of Effort-Reward Congruity," *Journal of Consumer Research*, 31(4), 725-736. (Winner, 2005 Ferber Award)

Kivetz, Ran, Oded Netzer, and V. Srinivasan (2004), "Alternative Models for Capturing the Compromise Effect," *Journal of Marketing Research*, 41(3), 237-257. (Lead article) (Finalist, 2009 William O'Dell Award; Finalist, 2005 Paul Green Award)

Kivetz, Ran, Oded Netzer, and V. Srinivasan (2004), "Extending Compromise Effect Models to Complex Buying Situations and Other Context Effects," *Journal of Marketing Research*, 41(3), 262-268.

Kivetz, Ran (2003), "The Effects of Effort and Intrinsic Motivation on Risky Choice," *Marketing Science*, 22(4), 477-502.

Kivetz, Ran and Itamar Simonson (2003), "The Idiosyncratic Fit Heuristic: Effort Advantage as a Determinant of Consumer Response to Loyalty Programs," *Journal of Marketing Research*, 40(4), 454-467.

Kivetz, Ran and Itamar Simonson (2002b), "Self-Control for the Righteous: Toward A Theory of Pre-Commitment to Indulgence," *Journal of Consumer Research*, 29(2), 199-217. (Finalist, 2005 Best Article Award for a paper published in JCR in 2002)

Kivetz, Ran and Itamar Simonson (2002a), "Earning the Right to Indulge: Effort as a Determinant of Customer Preferences Toward Frequency Program Rewards," *Journal of Marketing Research*, 39(2), 155-170. (Finalist, 2007 William O'Dell Award)

Publications: (continued)

Kivetz, Ran and Itamar Simonson (2000), “The Effects of Incomplete Information on Consumer Choice,” *Journal of Marketing Research*, 37(4), 427-448. (*Finalist, 2005 William O'Dell Award*)

Kivetz, Ran (1999), “Advances in Research on Mental Accounting and Reason-Based Choice,” *Marketing Letters*, 10(3), 249-266.

Work Under Review or Under Revision in Peer-Reviewed Journals:

Kivetz, Ran and Rachel Meng, “Circular Self-Rewards vs. Cash (Dis)Incentives: Motivating Effort, Goal Pursuit, and Positive Habits.”

Pocheptsova, Anastasiya, Ran Kivetz, and Ravi Dhar, “Consumer Decisions to Rent versus Buy.”

Manuscripts in Preparation:

Danziger, Shai, Liat Hadar, Ran Kivetz, and Itzhak Gnizy, “Price Quote Format and Inferred Artisanhip and Marketing Orientation.”

He, Daniel and Ran Kivetz, “Being in the Moment: The Effects of Ephemeral Communication in Social Media.”

Shamis, Asaf and Ran Kivetz, “From Colonialism to Networked Colonialism: Personalized Networked Communications and Habermas’s Theory of Modern Society.”

Working Papers:

“Democracy between Private Space, Public Space, and Cyberspace,” with Asaf Shamis.

“The Behavioral Economics of Incentives.”

“Exercising Self-Control Through Self-reward,” with Rachel Meng.

Selected Research-In-Progress:

“The Surprising Robustness of Prospect Theory in the Long Run.”

“The Effects of Reward Programs,” with Ricardo Montoya and Oded Netzer.

“The Bounded Rationality of Effort-Reward Choices: When Principles Overshadow Expectancies,” with Oleg Urminsky.

“The Intersection of Behavioral Economics and Political Science.”

“A Republic of Selfies: Personalizing Public Messages in Digital Media,” with Asaf Shamis & Daniel He.

“Tie Signaling in Social Media,” with Daniel He.

“Consumer Search.”

Academic Honors and Awards:

Finalist, 2016 William O’Dell Award for the Journal of Marketing Research article published in 2006 that “made the most significant long-term contribution to marketing theory, methodology, and/or practice”

Faculty Fellow of the Institute for Social and Economic Research and Policy, 2002-2015

Ranked by the American Marketing Association as one of the Top 50 most productive scholars in the premier marketing journals during 2010–2014

Finalist, 2014 Best Article Award for the Journal of Consumer Research article published in 2011

Ranked by the American Marketing Association as one of the Top 50 most productive scholars in the premier marketing journals during 2009-2013

Finalist, 2011 William O’Dell Award for the Journal of Marketing Research article published in 2006 that “made the most significant long-term contribution to marketing theory, methodology, and/or practice”

Winner of the 2010 Best Competitive Paper Award granted by the Society of Consumer Psychology

Academic Honors and Awards: (continued)

Rated as the third most prolific scholar in the leading marketing journals during 1982-2006 (Seggie, S. H. and D. A. Griffith, 2009; “What Does It Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals,” *Journal of Marketing*, 73(1), 122-132.)

Finalist, 2009 William O’Dell Award for the *Journal of Marketing Research* article published in 2004 that “made the most significant long-term contribution to marketing theory, methodology, and/or practice.”

Finalist, 2009 Best Article Award for the *Journal of Consumer Research* article published in 2006

Winner of the 2007 Early Contribution Award from the Society of Consumer Psychology

Finalist, 2007 William O’Dell Award for the *Journal of Marketing Research* article published in 2002 that “made the most significant long-term contribution to marketing theory, methodology, and/or practice”

Finalist, 2007 Paul Green Award for the *Journal of Marketing Research* article published in 2004 that “demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing”

Winner of the 2005 Ferber Award granted to the “best interdisciplinary dissertation article published in the latest volume of the *Journal of Consumer Research*”

Finalist, 2005 William O’Dell Award for the *Journal of Marketing Research* article published in 2000 that “made the most significant long-term contribution to marketing theory, methodology, and/or practice”

Finalist, 2005 Best Article Award for the *Journal of Consumer Research* article published in 2002

Finalist, 2005 Paul Green Award for the *Journal of Marketing Research* article published in 2004 that “demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing.”

Winner of the 2005 Columbia Business School Dean’s Award for Innovation in the Curriculum

Lang Faculty Research Fellowship in Entrepreneurship, 2005

Lang Faculty Research Fellowship in Entrepreneurship, 2004

Outstanding Reviewer Award, *Journal of Consumer Research*, 2003-2004

Academic Honors and Awards: (continued)

Invited as Faculty Presenter, 2004 Association for Consumer Research Doctoral Symposium

Young Scholars Program, Marketing Science Institute, 2003

Research Grant, Columbia Center for Excellence in E-Business, 2003

Seed Grant, Institute for Social and Economic Research and Policy, 2001

Doctoral Consortium Fellow, American Marketing Association, 1999

Ph.D. Merit Award, Stanford Graduate School of Business, 1999

Graduate Fellow and Grant, Stanford Center on Conflict and Negotiation, 1997-1998

Jaedicke Award Scholar (in recognition of outstanding academic performance), Stanford Graduate School of Business, 1996-1997

Dean's Honor List with Distinction, Faculty of Social Sciences (Economics), Tel Aviv University, 1995

Teaching:

Winner of the Columbia Business School 2005 Dean's Award for Innovation in the Curriculum

Ph.D. Courses

Bridging Behavioral Economics with Marketing Science (Fall 2019)

Student Evaluation 4.9 on 5-point scale

Bridging Behavioral Economics with Marketing Science (Spring 2018)

Student Evaluation 5.0 on 5-point scale

Bridging Behavioral Economics with Marketing Science (Spring 2016)

Student Evaluation 4.2 on 5-point scale

Bridging Behavioral Decision Research with Marketing Science (Spring 2013)

Student Evaluation 5.0 on 5-point scale

Bridging Behavioral Decision Research with Marketing Science (Spring 2011)

Student Evaluation 4.7 on 5-point scale

Bridging Behavioral Decision Research with Marketing Science (Spring 2008)

Student Evaluation 5.0 on 5-point scale

Bridging Behavioral Decision Research with Marketing Science (Spring 2005)

Student Evaluation 4.8 on 5-point scale

Consumer Behavior – I (Fall 2005)

Student Evaluation 4.7 on 5-point scale

Multidisciplinary Approaches to Human Decision Making (Spring 2004)

Bridging Behavioral Decision Research with Marketing Science (Spring 2003)

Student Evaluation 4.8 on 5-point scale

Multidisciplinary Approaches to Human Decision Making (Spring 2002)

Totally Eclectic Seminar in Marketing (Spring 2001)

Student Evaluation 6.2 on 7-point scale

Teaching: (continued)

High-Technology Entrepreneurship (Executive MBA Elective)

Spring 2019 (1 section)

Student Evaluation 4.5 on 5-point scale

Spring 2018 (1 section)

Student Evaluation 4.6 on 5-point scale

Spring 2017 (1 section)

Student Evaluation 4.5 on 5-point scale

High-Technology Entrepreneurship (Executive MBA & MBA Elective)

Spring 2016 (1 section)

Student Evaluation 4.6 on 5-point scale

Spring 2009 (Master Class: 1 section)

Student Evaluation 4.7 on 5-point scale

Spring 2008 (Master Class: 1 section)

Student Evaluation 4.4 on 5-point scale

High-Technology Marketing and Entrepreneurship (Executive MBA Elective)

Spring 2008 (1 section)

Student Evaluation 4.5 on 5-point scale

Spring 2006 (1 section)

Student Evaluation 4.5 on 5-point scale

Spring 2005 (1 section)

Student Evaluation 4.9 on 5-point scale

Spring 2004 (1 section)

Student Evaluation 5.0 on 5-point scale

Spring 2003 (1 section)

Student Evaluation 5.0 on 5-point scale

Spring 2001 (1 section)

Student Evaluation 6.5 on 7-point scale

High-Technology Marketing and Entrepreneurship (MBA Elective)

Spring 2007 (1 section)

Student Evaluation 4.3 on 5-point scale

Spring 2006 (1 section)

Student Evaluation 4.5 on 5-point scale

Spring 2004 (1 section)

Teaching: (continued)

Student Evaluation 4.9 on 5-point scale

Spring 2003 (1 section)

Student Evaluation 4.4 on 5-point scale

Spring 2002 (1 section)

Student Evaluation 6.4 on 7-point scale

Spring 2001 (1 section)

Student Evaluation 6.4 on 7-point scale

Marketing Strategy and Management (Core Executive MBA Course)

Spring 2022 (2 sections)

Student Evaluations 4.3 and 4.2 on 5-point scales

Spring 2021 (2 sections)

Student Evaluations 4.1 and 4.1 on 5-point scales

Fall 2020 (2 sections)

Student Evaluations 4.0 and 3.7 on 5-point scales

Spring 2020 (2 sections)

Student Evaluations 3.8 and 3.7 on 5-point scales

Fall 2019 (1 section)

Student Evaluation 4.9 on 5-point scale

Spring 2019 (2 sections)

Student Evaluations 4.2 and 3.2 on 5-point scales

Fall 2018 (1 section)

Student Evaluation 4.8 on 5-point scale

Spring 2016 (1 section)

Student Evaluation 5.0 on 5-point scale

Spring 2012 (2 sections)

Student Evaluations 4.7 and 4.9 on 5-point scales

Marketing Strategy (Core MBA Course)

Fall 2013 (3 sections)

Student Evaluations 4.1, 3.8, and 4.1 on 5-point scales

Fall 2012 (3 sections)

Student Evaluations 3.9, 3.1, and 3.2 on 5-point scales

Fall 2011 (3 sections)

Student Evaluations 4.4, 3.8, and 4.1 on 5-point scales

Teaching: (continued)

Marketing Strategy (Core MBA Course)

Fall 2010 (3 sections)

Student Evaluations 4.5, 3.7, and 4.2 on 5-point scales

Fall 2009 (3 sections)

Student Evaluations 4.4, 4.3, and 4.2 on 5-point scales

Marketing Management (Undergraduate Course)

Fall 2019 (1 section)

Student Evaluations 4.3 on 5-point scale

Spring 2019 (1 section)

Student Evaluations 4.4 on 5-point scale

Fall 2018 (1 section)

Student Evaluations 4.7 on 5-point scale

Spring 2017 (1 section)

Student Evaluations 4.8 on 5-point scale

Spring 2014 (1 section)

Student Evaluations 4.7 on 5-point scale

The Marketing of a Nation: Israel (Master Class)

Spring 2009 (1 section)

Student Evaluation 4.8 on 5-point scale

Columbia Business School Global Immersion Program

Global Immersion Israel: Leadership & Innovation (March 2018)

Columbia Business School Executive Education Program

Design Your Innovation Blueprint (March 2017)

Innovate on Demand (November 2014; November 2015)

Innovation and Entrepreneurship (IE) @Columbia (February 2013; February 2014)

Columbia Senior Executive Program (May 2010; October 2010; May 2011; July 2012)

Marketing and Innovation (June 2013; June 2014; November 2014)

Customer Centricity (May 2010; September 2010; October 2011; February 2012)

New Product Development and Innovation (October 2002; June 2003)

Marketing Management: Strategies, Processes & Tools for Today's Challenges (Sep. 02; Apr. '03)

Marketing Management (April 2002)

Marketing Management in the New Economy (April 2001)

Main Advisor for:

Daniel He, Assistant Professor at the National University of Singapore (NUS)

Anat Keinan, Associate Professor at Boston University (formerly Associate Professor at Harvard Business School)

Rachel Meng

Rom Schrift, Associate Professor at Indiana University (formerly Assistant Professor at Wharton; co-advisor with Oded Netzer)

Oleg Urminsky, Full Professor at Chicago Booth School of Business

Yuhuang Zheng, Associate Professor at Tsinghua University

Doctoral Committee Member for:

Tamar Avnet, University of Toronto

Josko Brakus, University of Rochester

Cecile Cho, University of California Riverside

Yael Karlinsky-Shichor, Northeastern University

Yaoli Mao, Autodesk, Inc.

Valentina Melnyk, Tilburg University

Anirban Mukhopadhyay, Hong Kong University of Science and Technology (HKUST)

Qitian Ren, Chinese University of Hong Kong (Shenzhen)

Aner Sela, University of Florida

Kavita Srivastava, Indian Institute of Technology

Liad Weiss, University of Wisconsin – Madison

Conference Publications:

Danziger, Shai, Liat Hadar, Ran Kivetz, and Itzhak Gnizy (2019), “Price Quote Format and Inferred Artisanhip and Marketing Orientation,” special session paper presented at Society for Consumer Psychology Conference (SCP), Savannah, GA.

He, Daniel and Ran Kivetz (2017), “Technology-Driven Consumption,” special session presented at Society for Consumer Psychology Conference (SCP), San Francisco, CA.

He, Daniel and Ran Kivetz (2016), “Ephemeral Messaging: Intimacy, Spontaneity, and Creativity in Fleeting Experiences,” competitive paper presented at Association for Consumer Research Conference (ACR), Berlin, Germany.

Conference Publications: (continued)

Meng, Rachel and Ran Kivetz (2016), “Motivating Choices and Performance: Beyond Monetary Incentives,” Association for Consumer Research Conference (ACR), Berlin, Germany.

He, Daniel and Ran Kivetz (2015), “Tie Signaling,” in *NA - Advances in Consumer Research* Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research.

Netzer, Oded, Ran Kivetz, and Rom Schrift (2015), “Complicating Decisions: the Effort-Outcome Link and the Construction of Effortful Decision Processes,” in *NA - Advances in Consumer Research* Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research.

Weiss, Liad and Ran Kivetz (2014), “Following-Through Opportunities: the Effects of Incidental Versus Inherent Choices,” in *NA - Advances in Consumer Research* Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research.

Simonson, Itamar, Aner Sela, and Ran Kivetz (2013), “Beating the Market: Competitive Mindset and the Allure of Unintended Value,” in *NA - Advances in Consumer Research* Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research.

Weiss, Liad and Ran Kivetz (2011), “When Not Redeeming a Coupon Feels Like Missing More Than Its Value,” in *E - European Advances in Consumer Research* Volume 9, eds. Alan Bradshaw, Chris Hackley, and Pauline Maclaran, Duluth, MN: Association for Consumer Research.

Schrift, Rom, Ran Kivetz, and Oded Netzer (2011), “Creating the Illusion of Choice Through Selective Information Search and Retrieval,” in *NA - Advances in Consumer Research* Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research.

Schrift, Rom, Oded Netzer, and Ran Kivetz (2010), “Complicating Choice,” in *NA - Advances in Consumer Research* Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.

Sela, Aner, Itamar Simonson, and Ran Kivetz (2010), “Negative Effects of Explicit Customization on Perceptions of Opportunity,” in *NA - Advances in Consumer Research* Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.

Conference Publications: (continued)

Keinan, Anat, Ran Kivetz, and Oded Netzer (2009), “Functional Alibi,” in *NA - Advances in Consumer Research* Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research.

Kivetz, Ran and Anat Keinan (2009), “Hyperopia: A Theory of Reverse Self-Control,” in *NA - Advances in Consumer Research* Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research.

Zheng, Yuhuang and Ran Kivetz (2009), “The Differential Promotion Effectiveness on Hedonic Versus Utilitarian Products,” in *NA - Advances in Consumer Research* Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research.

Pocheptsova, Anastasiya, Ran Kivetz, and Ravi Dhar (2008), “Consumer Decisions to Rent Vs. Buy,” in *NA - Advances in Consumer Research* Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research.

Keinan, Anat and Ran Kivetz (2008), “Productivity Mindset and the Consumption of Collectable Experiences,” in *NA - Advances in Consumer Research* Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research.

Levav, Jonathan, Ran Kivetz, and Cecile Cho (2008), “Too Much Fit? How Regulatory Fit Can Turn Us Into Buridan’s Asses,” in *NA - Advances in Consumer Research* Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research.

Keinan, Anat and Ran Kivetz (2007), “Remedying Hyperopia: the Effects of Self-Control Regret on Consumer Behavior,” in *NA - Advances in Consumer Research* Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research.

Urminsky, Oleg and Ran Kivetz (2007), “Scope Insensitivity in the Service of the Rational Self: the ‘Mere Token’ Effect,” in *NA - Advances in Consumer Research* Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research.

Zheng, Yuhuang and Ran Kivetz (2007), “Effort, Excellence and Income Stinginess: How Do People Justify Self-Gratification?,” in *E - European Advances in Consumer Research* Volume 8, eds. Stefania Borghini, Mary Ann McGrath, and Cele Otnes, Duluth, MN: Association for Consumer Research.

Conference Publications: (continued)

Kivetz, Ran and Drazen Prelect (2006), “Goal Distance and Consumer Choice,” in *NA - Advances in Consumer Research* Volume 33, eds. Connie Pechmann and Linda Price, Duluth, MN: Association for Consumer Research.

Kivetz, Ran and Klaus Wertenbroch (2006), “Emerging Perspectives on Self-Control,” in *NA - Advances in Consumer Research* Volume 33, eds. Connie Pechmann and Linda Price, Duluth, MN: Association for Consumer Research.

Chernev, Alexander and Ran Kivetz (2005), “Goals and Mindsets in Consumer Choice,” in *NA - Advances in Consumer Research*, eds. Gita Menon and Akshay Rao, Volume 32, Provo, UT: Association for Consumer Research.

Kivetz, Ran, Oded Netzer, and V. Srinivasan (2002), “Alternative Models for Capturing the Compromise Effect,” in *NA - Advances in Consumer Research*, ed. Punam Anand Keller and Sowers Rook, Volume 30, Provo, UT: Association for Consumer Research.

Kivetz, Ran (2001), “Consumer Preferences Towards Frequency Programs,” in *NA - Advances in Consumer Research* Volume 28, eds. Mary C. Gilly and Joan Meyers-Levy, Valdosta, GA : Association for Consumer Research.

Kivetz, Ran and Michal Strahilevitz (2001), “Factors Affecting Consumer Choices Between Hedonic and Utilitarian Options,” in *NA - Advances in Consumer Research* Volume 28, eds. Mary C. Gilly and Joan Meyers-Levy, Valdosta, GA : Association for Consumer Research.

Kivetz, Ran (2000), “Hedonic and Utilitarian Motivations in Consumer Choice,” in *NA - Advances in Consumer Research* Volume 27, eds. Stephen J. Hoch and Robert J. Meyer, Provo, UT: Association for Consumer Research.

Kivetz, Ran (1999), “Advances in Research on Mental Accounting and Reason-Based Choice,” in HEC Symposium on *Advances in Choice Theory*, Conference Summary, Report No. 99-121, Gilles Laurent (ed.), Marketing Science Institute.

Chakravarti, Agnish, Susan Chiu, Ran Kivetz, and Itamar Simonson (1999), “Regret and Self-Congratulation From the Head and From the Heart,” *Advances in Consumer Research*, ed. Eric J. Arnould and Linda M. Scott, Volume 26, Provo, UT: Association for Consumer Research.

Selected Conference Presentations:

“Self-Rewards and Cash (Dis)Incentives,” with Rachel Meng, Marketing Analytics Symposium, Sydney, Australia, February 2020.

“Change – Attention – Shift,” with Rachel Meng, 11th Triennial Invitational Choice Symposium, May – June 2019.

“Self-Rewards and Cash (Dis)Incentives,” 4th Collier Conference on Behavioral Economics, Tel Aviv, Israel, June 2019.

“Self-Rewards and Cash (Dis)Incentives” with Rachel Meng, INFORMS Marketing Science Conference, Rome, Italy, June 2019.

“Technology-Driven Consumption,” with Daniel He, Society for Consumer Psychology Conference (SCP), San Francisco, CA, 2017.

“The Consumption of Digital Live Content: How Live Streaming Enhances Engagement in Uninteresting Content,” with Daniel He and Jonathan Hurwitz, Association for Consumer Research Conference (ACR), San Diego, CA, 2017.

“The Compensation-Driven Nature of Monetary Rewards,” with Rachel Meng, Society for Consumer Psychology Conference (SCP), San Francisco, CA, 2017.

“Ephemeral Messaging: Intimacy, Spontaneity, and Creativity in Fleeting Experiences,” with Daniel He, Association for Consumer Research Conference (ACR), Berlin, Germany, 2016.

“Motivating Choices and Performance: Beyond Monetary Incentives,” with Rachel Meng, Association for Consumer Research Conference (ACR), Berlin, Germany, 2016.

“Consumer Decisions to Rent versus Buy,” with Anastasiya Pocheptsova and Ravi Dhar, Association for Consumer Research Conference, Berlin, Germany, 2016.

“Motivating Choices and Performance: Beyond Monetary Incentives,” with Rachel Meng, Society for Judgment and Decision Making, Boston, Massachusetts, 2016.

“Opportunity Cost Overestimation in Choices among Opportunities versus Alternatives,” with Liad Weiss, Society for Judgment and Decision Making, Boston, Massachusetts, 2016.

“Consumer Behavior in Social Media” with Daniel He, Association for Consumer Research Conference, New Orleans, LA, October 2015.

“Illusions of Preference Construction,” with Rom Shrift and Oded Netzer, Association for Consumer Research Conference, New Orleans, LA, October 2015.

Selected Conference Presentations: (continued)

“Creating the Illusion of Choice through Selective Information Search and Retrieval,” with Rom Schrift and Oded Netzer, Association for Consumer Research Conference, St. Louis, MO, October 2011.

“Seeing-Through Opportunities: The Effects of Incidental versus Inherent Choices” with Liad Weiss, Judgment and Decision Making Conference, Seattle, WA, November 2011.

“The Effects of Reward Programs” with Ricardo Montoya and Oded Netzer, INFORMS Marketing Science Conference, Rice University, Houston, TX, June 2011.

“Complicating Choice,” with Rom Schrift and Oded Netzer, Society for Consumer Psychology Conference, St. Pete Beach, FL, February 2010.

“Complicating Choice,” with Rom Schrift and Oded Netzer, Judgment and Decision Making Conference, Boston, MA, November 2009.

“Using Survey Controls Effectively,” NAD Annual Conference: What’s New in Comparative Advertising, Claim Support and Self-Regulation?, New York, NY, October 2009.

“Complicating Choice,” with Rom Schrift and Oded Netzer, Association for Consumer Research Conference, Pittsburgh, PA, September 2009.

“Hyperopia: A Theory of Reverse Self-Control,” with Anat Keinan, Association for Consumer Research Conference, San Francisco, CA, October, 2008.

“The Functional Alibi,” with Anat Keinan and Oded Netzer, Association for Consumer Research Conference, San Francisco, CA, October 2008.

“The Impact of Marketing Promotions on Hedonic versus Utilitarian Purchases,” with Yuhuang Zheng, Association for Consumer Research Conference, San Francisco, CA, October 2008.

“The Functional Alibi,” with Anat Keinan and Oded Netzer, 11th Biennial Behavioral Decision Research in Management Conference, San Diego, CA, April 2008.

“From Diligence to Hindrance,” with Rom Schrift and Oded Netzer, Marketing in Israel Conference, Tel Aviv University, Tel Aviv, Israel, December 2008.

“Hyperopia,” University of Pennsylvania (Wharton), Philadelphia, PA, June 2007.

“Consumer Decisions to Rent versus Buy,” with Anastasiya Pocheptsova and Ravi Dhar, Association for Consumer Research Conference, Memphis, TN, October 2007.

Selected Conference Presentations: (continued)

“Productivity Mindset and the Consumption of Collectable Experiences,” with Anat Keinan, Association for Consumer Research Conference, Memphis, TN, October 2007.

“Too Much Fit? How Regulatory Fit Can Turn Us into Buridan’s Asses,” with Jonathan Levav and K. Cecile Cho, Association for Consumer Research Conference, Memphis, TN, October 2007.

“Remedying Hyperopia: The Effects of Self-Control Regret on Consumer Behavior,” with Anat Keinan, 10th Biennial Behavioral Decision Research in Management Conference, Los Angeles, CA, June 2006.

“Scope Insensitivity and The Mere Token Effect,” with Oleg Urminsky, 10th Biennial Behavioral Decision Research in Management Conference, Los Angeles, CA, June 2006.

“Hyperopia: A Theory of Reverse Self-Control”, Symposium on “Self-Control Processes: New Theoretical and Empirical Directions,” Society for Personality and Social Psychology Annual Meeting, Palm Springs, California, 2006.

“The Psychology of Rewards: Principles of Expectancies?,” with Oleg Urminsky, Judgment and Decision Making Conference, Toronto, Canada, November 2005.

“Repenting Hyperopia: An Analysis of Self-Control Regrets,” with Anat Keinan, Judgment and Decision Making Conference, Toronto, Canada, November 2005.

“Goal Distance and Consumer Choice” (Session Co-Chair), and “The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention,” with Oleg Urminsky and Yuhuang Zheng, Association for Consumer Research Conference, San Antonio, Texas, October 2005.

“Emerging Perspectives on Self-Control” (Session Co-Chair), and “Determinants of Justification and Self-Control,” with Yuhuang Zheng, Association for Consumer Research Conference, San Antonio, Texas, October 2005.

“Repenting Hyperopia: An Analysis of Self-Control Regrets,” with Anat Keinan, Association for Consumer Research Conference, San Antonio, Texas, October 2005.

“Inducing Hyperopia through Inconsequential Early Rewards: A Consumer-Welfare-Enhancing Violation of the Invariance Axiom,” with Oleg Urminsky, Association for Consumer Research Conference, San Antonio, Texas, October 2005.

“The Effects of Effort and Intrinsic Motivation on Risky Choice,” INFORMS Marketing Science Conference, Emory University, Atlanta, GA, June 2005.

Selected Conference Presentations: (continued)

“The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention,” with Oleg Urminsky and Yuhuang Zheng, INFORMS Marketing Science Conference, Emory University, Atlanta, GA, June 2005.

“The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention,” with Oleg Urminsky and Yuhuang Zheng, Judgment and Decision Making Conference, Minnesota, November 2004.

“The Effects of Effort and Intrinsic Motivation on Risky Choice,” Judgment and Decision Making Conference, Minnesota, November 2004.

Invited to present in session on “Goals, Impulses, and Self-Control,” Association for Consumer Research Doctoral Symposium, Portland, Oregon, October 2004.

Discussion Leader for special session on “Simple Payments and Complex Rewards...,” Association for Consumer Research Conference, Portland, Oregon, October 2004.

“Promotion Reactance: The Role of Effort-Reward Congruity,” Association for Consumer Research Conference, Portland, Oregon, October 2004.

“Principles or Probabilities: When Value Overshadows Expected Value,” with Oleg Urminsky, Association for Consumer Research Conference, Portland, Oregon, October 2004.

“How do Promotion Programs Affect Consumers’ Purchase Decisions: A Behavioral Perspective,” with Yuhuang Zheng, INFORMS Marketing Science Conference, Erasmus University, Rotterdam, The Netherlands, June 2004.

Discussion Leader for special session on “Understanding the Evaluation of Future Events,” Association for Consumer Research Conference, Toronto, Canada, October 2003.

“Consumer Self-Control and Time-Discounting,” with Oleg Urminsky, Judgment and Decision Making Conference, Vancouver, Canada, November 2003.

“Mindsets of Decision Making,” with Yuval Rottenstreich, Judgment and Decision Making Conference, Vancouver, Canada, November 2003.

“Consumer Self-Control and Time-Discounting,” with Oleg Urminsky, Association for Consumer Research Conference, Toronto, Canada, October 2003.

“The Effects of Effort and Intrinsic Motivation on Risky Choice,” Marketing Science Institute Young Scholars Program, Park City, UT, March 2003.

Selected Conference Presentations: (continued)

“Does the End Justify the Means? The Impact of Effort on Preferences toward the Certainty and Magnitude of Rewards,” Association for Consumer Research Conference, Atlanta, GA, 2002.

“Alternative Models for Capturing the Compromise Effect,” with Oded Netzer and V. Srinivasan, Association for Consumer Research Conference, Atlanta, GA, October 2002.

“Alternative Models for Capturing the Compromise Effect,” with Oded Netzer and V. Srinivasan, Marketing Science Conference, Alberta, Canada, June 2002.

“Self-Control for the Righteous: Toward a Theory of Pre-Commitment to Indulgence,” with Itamar Simonson, Four School Seminar, New York University, May 2002.

“Self-Control for the Righteous: Toward a Theory of Luxury Pre-commitment,” with Itamar Simonson, Judgment and Decision Making Conference, Orlando, FL, November 2001.

“The Influence of Hedonic Concreteness on Mood Regulation versus Mood Congruency,” with Yifat Kivetz, Association for Consumer Research Conference, Austin, TX, October 2001.

“Self-Control for the Righteous: Toward a Theory of Luxury Pre-commitment,” with Itamar Simonson, UC Berkeley Choice Symposium, Monterey, CA, June 2001.

“Consumer Preferences Towards Frequency Programs” (Session Chair), and “The Effects of Effort and Idiosyncratic Fit on Preference Towards Frequency Programs,” with Itamar Simonson, Association for Consumer Research Conference, Salt Lake City, Utah, October 2000.

“Consumer Choices between Hedonic and Utilitarian Options” (Session Co-Chair), and “Earning the Right to Indulge: Effort as a Determinant of Customer Preferences Towards Frequency Program Rewards,” with Itamar Simonson, ACR Conference, Salt Lake City, Utah, October 2000.

“Hedonic and Utilitarian Motivations in Consumer Choice” (Session Chair), and “The Joyless Consumer: Using Self-Control Strategies to Increase Hedonic Consumption,” with Itamar Simonson, Association for Consumer Research Conference, Columbus, Ohio, October 1999.

“The Effects of Incomplete Information on Consumer Choice,” with Itamar Simonson, Association for Consumer Research Conference, Columbus, Ohio, October 1999.

Selected Conference Presentations: (continued)

“Regret and Self-Congratulation From the Head and From the Heart,” with Chakravarti, Agnish, Susan Chiu, and Itamar Simonson, Association for Consumer Research Conference, Montreal, Canada, October 1998.

“Intransitive Consumer Choice: The Effects of Incomplete Information,” with Itamar Simonson, HEC Choice Symposium, Groupe HEC, Jouy-en-Josas (Paris), France, July 1998.

“Intransitive Consumer Choice: The Effects of Incomplete Information,” with Itamar Simonson, INFORMS Israel, Tel Aviv, Israel, June 1998.

“Intransitive Consumer Choice: The Effects of Incomplete Information,” with Itamar Simonson, Boulder-Colorado Behavioral Decision Theory Camp, Boulder, Colorado, October 1997.

“The Psychology of Versioning: Counterfactual Thinking as a Determinant of Fairness Perceptions and Choice,” with Andrew Gershoff, ACR Conference, Toronto, Canada, October 2003.

Selected Invited Talks:

Vienna University of Economics and Business, forthcoming

5th Collier Conference on Behavioral Economics, forthcoming, Tel Aviv

Marketing Analytics Symposium – Sydney (MASS), February 2020

11th Triennial Invitational Choice Symposium, May-June 2019

4th Collier Conference on Behavioral Economics, June 2019, Tel Aviv

“Marketing Israel,” Israeli-American Council.

Licensing Executives Society (LES) 2012 Winter Meeting. March 2012

American Bar Association Section of Antitrust Law. November 2010

Tel Aviv University, Recanati Graduate School of Business Administration. August 2010

The 2009 NAD Annual Conference: What’s New in Comparative Advertising, Claim Support and Self-Regulation? October 2009

New York University psychology department. March 2009

Israel Business Conference. December 2008

Selected Invited Talks: (continued)

Stanford University, Graduate School of Business, marketing department. October 2008

Olin Business School at Washington University. May 2008

Duke University marketing department. April 2008

Yale University marketing department. April 2007

MIT marketing department. September 2006

University of Chicago marketing department. January 2006

Arison School of Business, The Interdisciplinary Center Herzliya (IDC). January 2006

Tilburg University, Faculty of Economics and Business Administration and Tias
Business School, Marketing Research Camp. December 2005

Northwestern University (Kellogg), Marketing Research Camp. September 2005

Stanford University, Graduate School of Business, marketing department. May 2005

University of Pennsylvania (Wharton), Philadelphia PA. November 2004

University of Florida marketing department, Winter Research Retreat. March 2004

Marketing Modellers Group, New York. March 2004

Center for the Decision Sciences, Columbia University. April 2003

Young Scholars Program, Marketing Science Institute. March 2003

MIT marketing department. February 2003

University of Chicago marketing department. January 2003

School of Business, Rutgers University – Camden Campus. November 2002

Arison School of Business, The Interdisciplinary Center Herzliya (IDC). June 2002

Social Psychology Network, Columbia University. May 2002

Center for the Decision Sciences, Columbia University. April 2002

NYU marketing department. March 2002

UC Berkeley marketing department. November 2001

2001 UC Berkeley Invitational Choice Symposium. June 2001

University of Texas at Austin, marketing research camp. April 2001

Selected Invited Talks: (continued)

MIT marketing department. April 2001

Center for the Decision Sciences, Columbia University. February 2001

Northwestern University, Evanston Illinois. December 1999

Duke University, Durham NC. November 1999

University of Chicago, Chicago Illinois. November 1999

Cornell University, Ithaca NY. November 1999

Dartmouth College, Hanover, New Hampshire. November 1999

University of California, Berkeley, Berkeley CA. October 1999

Yale University, New Haven Connecticut. October 1999

University of Pennsylvania (Wharton), Philadelphia PA. October 1999

Columbia University, New York NY. October 1999

University of Southern California, Los Angeles CA. October 1999

Stanford University Psychology Department, Stanford CA. November 1998

1998 Groupe HEC Invitational Choice Symposium. July 1998

Boulder-Colorado Behavioral Decision Theory Camp, Boulder, Colorado. October 1997.

External Professional Activities & Service:

Guest Editor:

Journal of Marketing Research

Guest Area/Associate Editor:

Marketing Science

Management Science

Association for Consumer Research

Editorial Boards:

Journal of Marketing Research

Applied Economics Research Bulletin

Marketing Letters

Reviewer:

Marketing Science, Quantitative Marketing and Economics, Journal of Experimental Psychology: General, Psychological Science, Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing, International Journal of Research in Marketing, Organizational Behavior and Human Decision Processes, Journal of Behavioral Decision Making, Journal of Service Research, Journal of Economic Psychology, Association for Consumer Research, Society for Consumer Psychology, Behavioral Decision Research in Management Conference, National Science Foundation.

Intel Science Talent Search, Advisor for:

Gregg Gefen, Great Neck North High School (Semi-finalist, 2002)

Jukay Hsu, Stuyvesant High School (Semi-finalist, 2001)

Internal Professional Activities & Service:

Service to University:

M.S. in Entrepreneurship & Innovation Working Group, 2016

Co-chair of the Provost's Faculty Advisory Committee on Entrepreneurship, 2013-2014

Faculty Fellow of the Institute for Social and Economic Research and Policy (ISERP), 2002-2015

Guest Speaker, Columbia University & Columbia Business School Chicago Alumni Clubs

Panel Discussant, "The Psychology of Money," Columbia University Annual Alumni and Development Officers Retreat, July 15, 2009

Panel Discussant, "The Psychology of Money," GSAS Conversations with Alumni, Columbia University Graduate School of Arts and Sciences, April 20, 2009

Service to Business School:

Member of the Marketing Division Senior Faculty Recruiting Committee, 2018 – present

Junior Faculty Research Liaison Committee, 2015 - 2019

Columbia Business School's Conflict of Interest and Conflict of Commitment Policy Review Committee, 2017

Strategy Creation Committee, 2013 - 2014

Core-Coordinator Committee, 2012 - 2014

Committee on the Structure of the Core, 2012

Faculty Committee on the Core Curriculum, 2011-2012

Committee on Enhancing the Effectiveness of the Core Curriculum, 2011

Faculty Ad-Hoc Committee on Columbia Business School Budget Guidelines, 2009

Columbia Business School Green Committee, 2009

Project Adviser for MBA and Executive MBA Independent Projects, 2002-present

MBA Admissions Committee, 2002 - 2006

Finance (Real Estate) Division Faculty Search Committee, 2003-2004

Management Division Faculty Search Committee, 2001-2002

Student Faculty Academic Affairs Committee (SFAAC), 2000-2001

Internal Professional Activities & Service: (continued)

Service to Marketing Division:

Member of the Marketing Division Senior Faculty Recruiting Committee, 2018 – present
Member of the Marketing Division Faculty Recruiting Committee, 2020 – present
Chair of the Marketing Division Communications and Outreach Committee, 2019 – present
Member of the Marketing Division Senior Faculty Recruiting Committee, 2018 – present
Junior Faculty Research Liaison for the Marketing Division, 2015 – 2019
Member of the Marketing Division Faculty Recruiting Committee, 2016 – 2018
Member of the Marketing Division Ph.D. Committee, 2016 – 2018
Chair of the Marketing Division Faculty Recruiting Committee, 2015
Coordinator of the Marketing Strategy Core Course, 2011 – 2014
Chair of the Marketing Division Ph.D. Committee, 2011 – 2013
Co-chair of the Marketing Division Faculty Recruiting Committee, 2010
Member of the Marketing Division Faculty Recruiting Committee, 2002 – 2008
Chair of the Marketing Division Ph.D. Committee, 2006 – 2007
Member of the Marketing Division Ph.D. Committee, 2004 – 2006
Various Sub-committees, 2007 – present
Organizer of Columbia Marketing Research Camp, 2001 and 2002

Selected Media Reports of Dr. Kivetz’s Research (research covered by hundreds of print, electronic, and broadcast media outlets):

“Losses. Loom. Large. And That, in Short, Explains Your Loss Aversion,” *Marketplace*, November 10, 2020.
“Why We’re All So Worried About Having Too Little Time,” *TIME*, January 30, 2020.
“Use this Simple Psychological Trick if Productivity Culture has Made it Impossible for You to Relax,” *Fast Firm*, October 7, 2019.
“Five Below is a Wonderland of Things No One Needs. It’s Also One of the Most Successful Retailers in America,” *Washington Post*, December 20, 2018.
“New Research From Columbia Business School Sheds Light On Factors Affecting Luxury Versus Practical Purchases,” *Markets Insider*, November 15, 2017.
“The Psychology Behind Spending Big,” *BBC News*, October 9, 2017.
“There’s Power in All Those User Reviews,” *The New York Times*, December 7, 2013.

Selected Media Reports of Dr. Kivetz's Research: (continued)

"A Closet Filled With Regrets," *The Wall Street Journal*, April 17, 2013.

"Why We Blunder When We Buy," *Chicago Tribune*, July 22, 2011.

"The Business of Weird: Why People Pay for Bizarre Experiences," *TIME*, November 22, 2010.

"The New Abnormal," (Cover Story), *Bloomberg Businessweek*, August 2, 2010.

"Reward, Regret and Consumer Behaviour," *ABC Radio National (Australia)*, July 12, 2010.

"To Achieve Your Goals, Focus on Reasons," *U.S. News & World Report*, July 1, 2010.

"Can a Vacation Help Boost Your Portfolio?" *SmartMoney*, June 25, 2010.

"Reasons—and Ways—to Splurge This Summer," *U.S. News & World Report*, June 23, 2010.

"Field Guide To The Tightwad: Saving Spree," *Psychology Today*, January 1, 2010.

"Club Class," *The Wall Street Journal*, December 3, 2009.

"Don't Work All the Time — You'll Live to Regret It," *Wired Magazine*, July 15, 2009.

"When the Bride Says I Do – to Cash," *The Globe and Mail*, July 9, 2009.

"It Makes Them Sick to Spend - Literally," *The Globe and Mail*, June 8, 2009.

"The Gift-Card Economy," *The Atlantic*, May, 2009.

"Technology Can Save You From Yourself," *Marketplace Public Radio*, April 17, 2009.

"Regret Saving Money," *CNN*, March 26, 2009.

"Oversaving, a Burden for Our Times," *The New York Times*, March 23, 2009.

"Are You a Victim of Saver's Remorse?" *The New York Times*, March 23, 2009.

"Giving in to Temptation," *CNN*, September 20, 2008.

"Splurge Now, Feel Great Later," *ABC News*, July 2008.

"Splurging is Good for Your Health," *The Wall Street Journal*, July 2008.

"Putting a Price on Rewards," *U.S. News & World Report*, June 24, 2007.

"Incentives - Naughty But Nice," *Management Today*, April 1, 2007.

"Hyperopia," *The New York Times*—one of the "Best Ideas in 2006"—Annual Year in Ideas.

Selected Media Reports of Dr. Kivetz's Research: (continued)

"Delaying Pleasure Results in Regret," *United Press International*, June 27, 2006.

"Why Cash Incentives Fail," *SalesForceXP*, Feature Story, September Issue, 2005.

"Professors Discover Why Business Loyalty Programs Work," *Sacramento Business Journal*, 8.16.2004.

"An Economics Problem: Joyless Consumers," by Peter Martin, *THE AGE*, January, 2004, Australia.

"Consumers Work Hard for Loyalty Programs", *Newswise*, August 16, 2004.

"Studies Question Value of Mass Customization, Find Consumers Work Hard for Loyalty Programmes," *MadeForOne*, August 23, 2004.

"Consumers Prefer Loyalty Programmes that 'Fit'," *The Wise Marketer*, December 10, 2003.

"Indulgence," *Radio National*, with Geraldine Doogue, March 2, 2003, Australia.

"Betty Crocker Coupon Program Spry After More than 70 Years," by Karren Mills, *Dow Jones Interactive*, February 23, 2002.

"Once a Loyalty Craze, S&H Tries to Remake Magic in Digital Age," by Justin Pope, *The New York Times*, November, 2001.

"Earning the Right to Indulge: Guilt about Consuming Luxury Items Plays an Important Role in Consumer Preference Toward Rewards," *Stanford Business Magazine*, August 14, 2001.

"Study: Luxury Rewards Evoke Consumer Guilt," by Kimberly Hill, *CRM Daily*, August 1, 2001. Also reported in *E-Commerce Times*, *Yahoo! News*.

"Stanford Business School Research Shows Guilt Plays a Role in What Loyalty Program Rewards Consumers Choose," *Transport News*, July 27, 2001. Also reported in *Business Wire*, *Yahoo! Finance*, *Sharper Media*, *The Timeshare Beat*.

"Consumers Still Buy When Info Incomplete," *Marketing News*, October 9, 2000.

Professional Affiliations:

American Marketing Association

Association for Consumer Research

International Trademark Association

Society for Consumer Psychology

Society for Judgment & Decision Making